## CONTRACT



MG for 21.1,21.2,27.3

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Rev	vision		Alt Order #	
	484929	1		06226694	
Product					
DEAN HELLER 4 SENATE					
Contract Dates	Estimate #				
10/03/12 - 10/09/12	i				
Advertiser			<u>Or</u>	iginal Date	/ Revision
Dean Heller For Senate			1	10/02/12	/ 10/03/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	<u>Station</u>	Accou	nt E	xecutive	Sales Office
	KVVU	Teresa	ı Di	furia	TELEREP-PHIL
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	· Ref

Spots/ Length Week Type Spots Amount Rate Days Ch Start Date End Date Description Start/End Time \$300.00 MM Cops/Dog The Bounty Hunter1-2pm 10/05/12 Weekdays Spots/Week Rate Start Date End Date 3 \$100.00 10/07/12 --WTF--Week: 10/01/12 Type Start/End Time Rate Weekdays **Length** Date Range **Description** Spot Ch \$100.00 NM ---WThF-:30 1 KVVU 10/01/12-10/07/12 Cops/Dog The Bounty Hunter 1-2pm See MG 15.5 NM \$100.00 2 KVVU 10/01/12-10/07/12 Cold Case Files 1-2pm ---WThF----:30 See MG 15.4 ----ThF----.30 \$100.00 NM 4 KVVU 10/04/12-10/05/12 Cops/Dog The Bounty Hunter1-2pm MG for 15.2 10/03 :30 \$100.00 NM ----Th-----5 KVVU 10/04/12-10/04/12 Cops/Dog The Bounty Hunter1-2pm MG for 15.1 10/04 \$200.00 NM 2 :30 Cops/Dog The Bounty Hunter1-2pm N 16 KVVU 10/08/12 10/09/12 Spots/Week Rate End Date <u>Weekdays</u> Start Date \$100.00 10/14/12 MT----2 Week: 10/08/12 4-5p \$175.00 :30 NM KVVU 10/03/12 10/05/12 The Dr.Oz Show Spots/Week Rate **End Date** <u>Weekdays</u> Start Date \$175.00 Week: 10/01/12 10/07/12 **Length** Rate Type Start/End Time <u>Weekdays</u> Spot Ch Date Range Description ---WThF----:30 \$175.00 NM 1 KVVU 10/01/12-10/07/12 The Dr.Oz Show 4-5p See MG 27.4 NM ---WThF----:30 \$175.00 4-5p 2 KVVU 10/01/12-10/07/12 The Dr.Oz Show See MG 27.4 \$550.00 NM :30 630-7pm 10/05/12 MORE Access KVVU 10/03/12 Spots/Week Rate Start Date **End Date** <u>Weekdays</u> \$200.00 Week: 10/01/12 10/07/12 -WTF--Type Start/End Time **Length** Rate <u>Weekdays</u> Date Range Spot Ch <u>Description</u> \$200.00 NM ---WThF----:30 630-7pm 1 KVVU 10/01/12-10/07/12 MORE Access See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 :30 \$200.00 NM ---WThF----2 KVVU 10/01/12-10/07/12 MORE Access 630-7pm See MG 31.4 ---WThF----:30 \$200.00 NM 3 KVVU 10/01/12-10/07/12 MORE Access 630-7pm See MG 27.4 NM :30 \$550.00 ----ThF----M-F 6-630pm 4 KVVU 10/04/12-10/05/12 Fox 5 News at 6pm

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision	Alt Order #
484929 /	06226694

 Contract Dates
 Product
 Estimate #

 10/03/12 - 10/09/12
 DEAN HELLER 4 SENA

 Advertiser
 Original Date / Revision

 Dean Heller For Senate
 10/02/12 / 10/03/12

Spots/

		Spots/	1		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spots	Amount
N 29 KVVU 10/03/12 10/05/12 Extra	M-F 7-730p	:30		NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12WTF 3	\$300.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>	
1 KVVU 10/01/12-10/07/12 Extra	M-F 7-730p	WThF :30	\$300.00	NM	
See MG 31.4					
2 KVVU 10/01/12-10/07/12 Extra	M-F 7-730p	WThF :30	<del>\$300.00</del>	NM	
See MG 31.4					
3 KVVU 10/01/12-10/07/12 Extra	M-F 7-730p	WThF :30	\$300.00	NM	
See MG 31.4				·	
N 31 KVVU 10/03/12 10/05/12 TMZ	730-8p	:30		NM 1	\$2,100.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12WTF 3	\$500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>	
1 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM	
See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9					
2 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM	
See MG 31.4					
3 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM	
See MG 31.4					
4 KVVU 10/05/12-10/05/12 Fox 5 News M-F 10p-11p	10p-11p	F :30	\$2,100.00	NM	
MG for 29.1,29.2,29.3,27.2,31.2,31.3					
	The state of the s	<u> </u>		104	A54 A75 AA

Totals 101 \$51,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/09/12	101	\$51,275.00	\$43,583.75
Totals	101	\$51,275.00	\$43,583.75

Signature:	Date:	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

## CONTRACT



**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Rev	<u>/ision</u>		Alt Order#	
	484929	1		06226694	
Product					
DEAN HELLER 4 SENATE					
Contract Dates	Estimate #				
10/03/12 - 10/09/12					
Advertiser			<u>Or</u>	iginal Date /	Revision
Dean Heller For Senate			C	9/26/12	/ 09/26/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
· ·	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	KVVU	Teresa	ı Di	furia	TELEREP-PHIL
	Special Hand	ling			
	Demographic				
	Adults 35+				,
	IDB#	Advert	ise	r Code	Product Code
	Agency Ref			Advertiser	Ref

Spots/ Rate Type Spots Amount Length Week Start/End Time Days \*Line Ch Start Date End Date Description \$400.00 MM MORE Access 630-7pm KVVU 10/03/12 10/05/12 Rate End Date Spots/Week <u>Weekdays</u> Start Date \$200.00 10/07/12 --WTF--Week: 10/01/12 Type <u>Rate</u> Start/End Time <u>Weekdays</u> <u>Length</u> <u>Description</u> Date Range Spot Ch NM \$200.00 ---WThF----:30 1 KVVU 10/01/12-10/07/12 MORE Access 630-7pm See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM 2 \$1,000.00 :30 730-8p **TMZ** 10/05/12 31 KVVU 10/03/12 End Date Spots/Week Rate <u>Weekdays</u> Start Date \$500.00 3 --WTF--Week: 10/01/12 10/07/12 Rate <u>Type</u> **Weekdays Length** Start/End Time Description Date Range Spot Ch \$500.00 NM ---WThF-:30 1 KVVU 10/01/12-10/07/12 TMZ 730-8p See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 \$11,700.00 NM NFL Late Game :30 40 KVVU 10/07/12 10/07/12 NFL Late Game Spots/Week Rate End Date Weekdays Start Date 2 \$5,500,00 Week: 10/01/12 10/07/12 **Type** <u>Length</u> <u>Rate</u> Start/End Time Weekdavs Description Date Range Spot Ch NM :30 \$5,500.00 1 KVVU 10/01/12-10/07/12 NFL Late Game NFL Late Game See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 :30 \$5,500.00 NM NFL Late Game ----SL 2 KVVU 10/01/12-10/07/12 NFL Late Game See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM :30 \$900.00 Special Early New: --- W-----Special Early News 3 KVVU 10/03/12-10/03/12 MG for 31.1,27.1,40.2,40.1 MM NCAA Football Ear----Sa--\$2,150.00 :30 4 KVVU 10/06/12-10/06/12 NCAA Football Early Game MG for 31.1,27.1,40.2,40.1 NM \$1,200.00 :30 Special Early News-----Sa--Special Early News 5 KVVU 10/06/12-10/06/12 MG for 31.1,27.1,40.2,40.1 (H) NM M-Sa 8-10p/Su 7-1---W-----:30 \$825.00 TMZ 6 KVVU 10/03/12-10/03/12 MG for 31.1,27.1,40.2,40.1 (6) NM \$2,000.00 :30 Fri 8p-9p X Factor 7 KVVU 10/05/12-10/05/12 MG for 31.1,27.1,40.2,40.1 NM \$2,475.00 :30 Fri 9p-10p 8 KVVU 10/05/12-10/05/12 (h) MG for 31.1,27.1,40.2,40.1 NM \$2,150.00 NCAA Football Early Game NCAA Football Ear----Sa--9 KVVU 10/06/12-10/06/12 MG for 31.1,27.1,40.2,40.1 \$51,275.00 108 Totals

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09/26/12 / 09/26/12



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision 484929 /	Alt Order # 06226694
Contract Dates 10/03/12 - 10/09/12	Product DEAN HELLER 4 SENA	Estimate #
Advertiser	Orig	inal Date / Revision

Dean Heller For Senate

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/09/12	108	\$51,275.00	\$43,583.75
Totals	108	\$51,275.00	\$43,583.75

Signature:	Date:	

REP HEADLINE# 6226694 TRF# 484929 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*:

OCT3/12 12.44 \*\*\* KVVU-TV \*\*\*

ADV # ADV.	V. NAME POLI/D HELLER/R/SEN/NV	REP.#OFF.#_762SALESMAN #	
AGY # 1751 AGY.	Y. NAME STRATEGIC MEDIA SERVICES	BUYER NAME NEIL WILLIAMS	
		SALES PRSN PH- TERESA DIFURIA	
	WASHINGTON, DC 20007		
ORDER #	CONTRACT # 6226694	CLASS: NATL. LOCAL REGIONAL	
PRDCT DEAN HELLER 4	4 SENATE EST# COMMENTS: (LINE, ORDER, INV	70ICE)	
	12 OCT9/12 WK-1		
CITY TAX	TATE TAX	DATE_OCT3/12 12.44	4

REP: TO ROSE
FR NIKKI
OK'D M5 SEE LINE 52
TOTAL SAME PLS CNF THANKS

STA:

CON CM \* \* \* \* THIS SI A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

PROGRAM: EXTRA CON COM1: MAX 1X DAY	29 S 700P-730P 30	PROGRAM: NEWS ORD COM1: SPOTS N/A DUE TO RATE. THIS IS A MAKE-GOOD FOR OCT3 ON L THIS IS A MAKE-GOOD FOR OCT3 ON L	52 A 1000P-1100P 30	PROGRAM: MORE CON COM1: MAX 1X DAY	27 S 600P-700P 30	: LINE#:REP :CD: TIME PERIOD : LGTH :
	\$300.00	. MG OFFER 10P NEWS. LINE-27 FOR 1 SPOT/WK LINE-29 FOR 3 SPOTS/WK LINE-31 FOR 2 SPOTS/WK	\$2,100.00		\$200.00	SEC: RATE:
	10/3	X X NOH	10/5		10/3	: START
	10/5	PRE-BOOKED	10/5		10/5	: END : DATE
	0	PIS APPROVE.	Н		0	:SPTS: WEEK
	W-F	7E.	<b>サルコ</b>		<b>W</b> – н	
						DAYS
	0		H		0	:TOTL:

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET -4100 FAX# 610-225-1191 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

\*\*CHANGES\*\*

OCT3/12 12.44 \*\*\* KVVU-TV \*\*\*

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HEADLINE# 6226694 TRF# 484929 MOD# 3: UNAPPROVED REV #1 \$\$\$

OCT/12 51275.00	PROGRAM: TMZ CON COM1: MAX 1 STATION MAKEGOOD OFFERS M5 OK'D BUY#27 BUY#29 BUY#31	3 <sub>1</sub>	: LINE#:REP :CD:
0	MIS A	730P-800P	TIME PERIOD
	DAY  MISSED: W-F/600P-700P  W-F/700P-730P  W-F/730P-800P  OFFER: FRI/1000P-1100P  CMT: SPOTS N/A DUE TO	30	: LGTH : SEC
	OP TO RATE.	\$500.00	: RATE
	OCT3 OCT3(3/WK) OCT3(2/WK) OCT5	10/3	: START
	NEWS. NOT	10/5	: END
Ω	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0	E: VWK:
CONTRACT TOTAL TOTAL SPOTS	0S \$200.00 0S \$300.00 0S \$500.00 0S \$2,100.00	W- <del>Е</del>	: WEEK :
	(OCT3/12) PLS ADVISE. APPROVE.	-	SYAD
51275.00 101	· · · · · · · · · · · · · · · · · · ·	0	:TOTL:

MARKET TOTALS \$256,375 **KVVU 20%** KSNV 28% KTUD 0% KLAS 26% KTNV 18% KVMY 5% KVCW w CABL 0%

SVC- NSI DEMOS- RA35+\*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES HMHHHH X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME \*-MULTIPLE

TRF# 484929 REV #1 \$\$\$ REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT
ORDER WORKSHEET HARRIS

RISK !!! FAX# 610-225-1191

REPORT FROM REP
\*\*CHANGES\*\* SEP26/12 10.51 \*\*\* KVVU-TV \*\*\*

#

REP HEADLINE# 6226694 \$\$\$ MOD# 0: UNAPPROVED ADV FLIGHT ORDER AGY PRDCT # 1751 DEAN DATES OCT3/12 HELLER ADV. AGY. 4 SENATE NAME NAME STRATEGIC POLI/D HELLER/R/SEN/NV WASHINGTON, 3299 K. EST# CONTRACT STREET NW, MEDIA # COMMENTS: DC 6226694 20007 SERVICES SUITE (LINE, 200 ORDER, INVOICE) SALES BUYER NAME REP.# CLASS: PRSN NATL. PH-NEIL OFF.# 762 WILLIAMS TERESA DIFURIA LOCAL SALESMAN REGIONAL

CITY TAX STATE TAX

OCT9/12 WK-1 CO-OP BILLING NEEDED DATE SEP26/12

10.51

REP: TOTAL SAME OK'D M1 SEE TO ROSE FR NIKKI PLS CNF THANKS ROSE RINES 43-48

STA:

CON CM \*\*\*\* THIS SH Þ CASH H ADVANCE SCHEDULE

PROGRAM : ORD COM1:	44 A 1	PROGRAM: ORD COM1: THIS IS A THIS IS A	43 A 7	PROGRAM : CON COM1:	27 s 6	LINE#:REP :CD:
COLLEGE FOOTBALL SPOTS N/A. SEE MG (	1130A-400P	NEWS AFTER DEB SPOTS N/A. SEE MAKE-GOOD FOR OUMAKE-GOOD FOR OU	730P-800P	MORE MAX 1X DAY	600P-700P	TIME PERIOD
	30	ATE MG OFFER. CT3 ON LINE CT7 ON LINE	30		3 0	: LGTH : SEC
NOT PRE-BOOKED	\$2,150.00	PRE-BC FOR 1 FOR 1 FOR 2	\$900.00		\$200.00	: RATE
PIS ADVISE.	10/6	OKED PLS ADVISE. SPOT/WK SPOTS/WK SPOTS/WK	10/3		10/3	: START
•	10/6	•	10/3		10/5	: END : DATE
	N		μ		N	: /WK: UNVT
	SAT		WED		W-н	WEEK : INVT :
						DAYS
	N		Н		N	:TOTL:

PART

OH

Þ

SPOTS N/A. SEE MG OFFER. MAKEGOOD MADE UP OF LINES

NOT PRE-BOOKED PLS ADVISE. 43-48

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*\*

SEP26/12 10.51 \*\*\* KVVU-TV \*\*\*

PRO STATION MA M1 OK'D	0°,	D ω	PRO ORD PAR'	44	PROG ORD PART	4	PROG ORD PART	4	PROG ORD PART	4.	: LINE#:REP
GRAM : KEGOOD BUY BUY BUY	N COM1:	. 73	GRAM : COM1: T OF A	8 A 90	GRAM : COM1: T OF A	7 A 800	GRAM : COM1: T OF A M	6 A 930	GRAM : COM1: T OF A	5 A 730	NE#: : T
: ER: EF:	MAX 1X DAY	ZMZ 4008-40	FRINGE SPOTS N/A. MAKEGOOD MA	0P-1000P	X FACTOR SPOTS N/A. MAKEGOOD MA	0P-900P	TMZ SPOTS N/A. MAKEGOOD MA	4000L-40	NEWS AFTER F SPOTS N/A. S MAKEGOOD MADE	4008-4(	IME PERIC
MISSED:W-F/600P-70 W-F/730P-80 SUN/100P-40 OFFER:WED/730P-80 & SAT/1130A-4 & SAT/730P-80 & WED/930P-10 & FRI/800P-90 & FRI/900P-10	ω 0	30	A. SEE MG OFFER. MADE UP OF LINES	30	A. SEE MG OFFER.	30	A. SEE MG OFFER. MADE UP OF LINES	30	FOOTBALL SEE MG OFFER. DE UP OF LINES	30	D : LGTH : SEC
400 400 400 400 400 400 400 400 400 400	\$5,500.00	\$500.00	NOT PRE-BOOKED	\$2,475.00	NOT PRE-BOOKED	\$2,000.00	NOT PRE-BOOKED	\$825.00	NOT PRE-BOOKED	\$1,200.00	
OCT3 OCT7 (2/WK) OCT6 (2/WK) OCT6 (2/WK) OCT6	10/7	10/3	PIS ADVISE.	10/5	PLS ADVISE.	10/5	PLS ADVISE.	10/3	PLS ADVISE.	10/6	DATE
	10/7	10/5		10/5		10/5		10/3		10/6	DATE
	0	N		ب		Н		ъ		Н	: /WK:
\$ \$ 5.500.00 \$ \$ 1.200.00 \$ \$ 1.200.00 \$ \$ 1.200.00 \$ 2.000.00 \$ 2.000.00	SUN	₩ <b>-</b> F		FRI		FRI		WED		SAT	: INVT :
(SEP26/12)											• •
	0	N	ı	Н		Ч		Ч		⊬	:SPTS:

\*\*CHANGES\*\*

SEP26/12 10.51 \*\*\* KVVU-TV \*\*\*

HEADLINE# 6226694 TRF# MOD# 0: UNAPPROVED REV #1

OCT/12 :LINE#:REP :CD: 51275.00 TIME PERIOD .. .. LGTH .. .. SEC .. .. RATE START DATE : SPTS: WEEK CONTRACT TOTAL TOTAL SPOTS DAYS 51275.00 108 :TOTL:

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KTUD 0% KLAS 26% KTNV 18% AMVX % (J) MOOM ω % CABL

0%

SVC- NSI DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE